

Calico Ghost Town Marketing Services

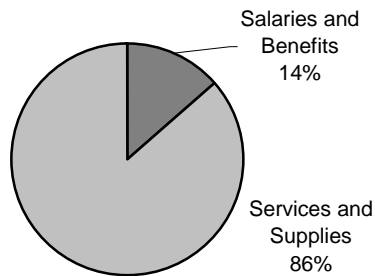
DESCRIPTION OF MAJOR SERVICES

This special revenue fund was established to provide separate accountability and operations of marketing services for Calico Ghost Town Regional Park. A portion of revenues from the Calico Ghost Town concessionaires and park admission fees are used to advertise and market several special events including Calico Days, Spring Festival, Heritage Fest, Calico Ghost Haunt and the Civil War.

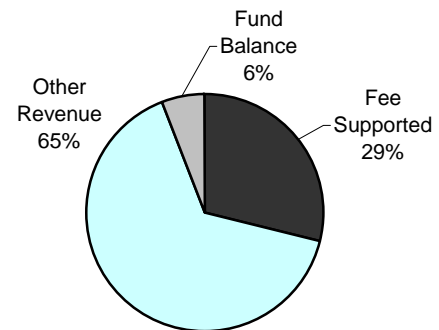
BUDGET AND WORKLOAD HISTORY

	Actual 2003-04	Budget 2004-05	Estimate 2004-05	Proposed 2005-06
Appropriation	372,491	431,732	410,749	414,608
Departmental Revenue	364,129	381,900	385,025	390,500
Fund Balance		49,832		24,108
Budgeted Staffing		1.0		1.0

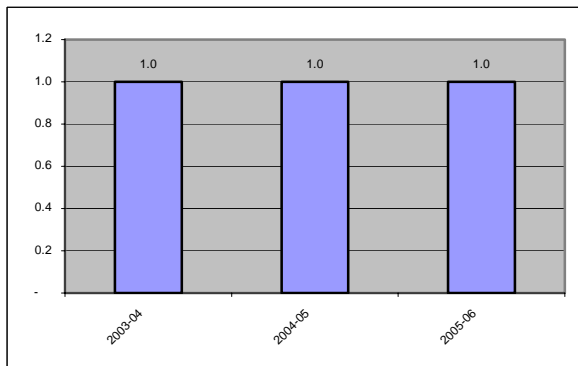
2005-06 BREAKDOWN BY EXPENDITURE AUTHORITY



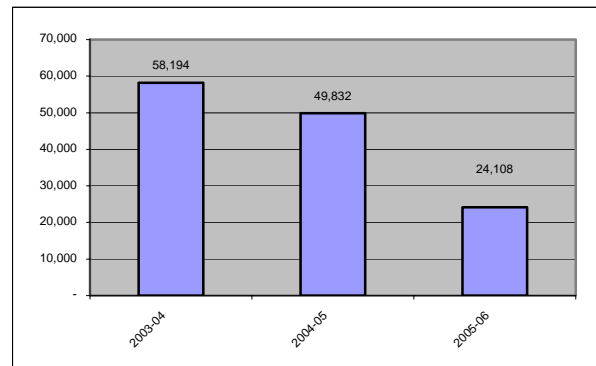
2005-06 BREAKDOWN BY FINANCING SOURCE



2005-06 STAFFING TREND CHART



2005-06 FUND BALANCE TREND CHART



GROUP: Econ Dev/Public Svc
DEPARTMENT: Public Works - Regional Parks
FUND: Calico Ghost Town Marketing Svcs

BUDGET UNIT: SPS CCR
FUNCTION: Recreation and Cultural Services
ACTIVITY: Promotion

ANALYSIS OF 2005-06 BUDGET

	A	B	C	D	B+C+D E	F Department Recommended Funded Adjustments (Schedule A)	E+F G
	2004-05 Year-End Estimates	2004-05 Final Budget	Cost to Maintain Current Program Services	Board Approved Adjustments	Board Approved Base Budget		2005-06 Proposed Budget
Appropriation							
Salaries and Benefits	54,606	54,819	-	-	54,819	1,540	56,359
Services and Supplies	355,953	376,723	-	-	376,723	(18,677)	358,046
Transfers	190	190	-	-	190	13	203
Total Exp Authority	410,749	431,732	-	-	431,732	(17,124)	414,608
Reimbursements	-	-	-	-	-	-	-
Total Appropriation	410,749	431,732	-	-	431,732	(17,124)	414,608
Departmental Revenue							
Use Of Money & Prop	89,575	56,400	-	-	56,400	2,100	58,500
Current Services	110,000	115,000	-	-	115,000	5,000	120,000
Other Revenue	185,450	210,500	-	-	210,500	1,500	212,000
Total Revenue	385,025	381,900	-	-	381,900	8,600	390,500
Fund Balance		49,832	-	-	49,832	(25,724)	24,108
Budgeted Staffing		1.0	-	-	1.0	-	1.0

DEPARTMENT: Public Works - Regional Parks
FUND: Calico Ghost Town Marketing Svcs
BUDGET UNIT: SPS CCR

SCHEDULE A

DEPARTMENT RECOMMENDED FUNDED ADJUSTMENTS

Brief Description of Program Adjustment	Budgeted Staffing	Appropriation	Departmental Revenue	Fund Balance
1. Salaries and Benefits A cost of living increase in salaries and benefits for the marketing specialist.	-	1,540	-	1,540
2. Services and Supplies A reduction of \$18,677 in services and supplies due to less fund balance available for 2005-06.	-	(18,677)	-	(18,677)
3. Transfers A slight increase in EHAP charges.	-	13	-	13
4. Revenue From Use of Money and Property An increase due to an anticipated rise in tourism to the park. The Calico restaurant renovation is currently under construction and it is anticipated that this will bring an increase in park visitors.	-	-	2,100	(2,100)
5. Revenue from Current Services An increase due to an anticipated rise in tourism to the park. The Calico restaurant renovation is currently under construction and it is anticipated that this will bring an increase in park visitors.	-	-	5,000	(5,000)
6. Other Revenue Anticipated increase in festival and special event revenue.	-	-	1,500	(1,500)
Total	-	(17,124)	8,600	(25,724)

